



SRI SANKARA ARTS & SCIENCE COLLEGE

Autonomous

A Unit of Sri Kanchi Kamakoti Peetam Charitable Trust

and Affiliated to University of Madras

Accredited by NAAC with 'A' Grade

ENATHUR, KANCHIPURAM - 631 561. Phone : 044-27264066, 044-27264066

14/07/2018

MINUTES OF THE BOARD OF STUDIES MEETING

Department: Business Administration - BBA & MBA

Venue: MBA Seminar Hall

Date: July 14th, 2018

Agenda: Discussion about the implementation of new areas of specialization and industry centric learning.

The following members were present in the meeting:

1. Dr.G.Veeramani, Professor and HOD, Department of Business Administration, Sri Sankara Arts and Science College, Enathur, Kanchipuram - Chairman
2. Dr. Hema Narayanan, Assistant Professor, Department of Business Administration, Sri Sankara Arts and Science College, Enathur, Kanchipuram - Member
3. Mr.T.Selvabaskar, Assistant Professor, Department of Business Administration, Sri Sankara Arts and Science College, Enathur, Kanchipuram - Member
4. Dr.A.Vikraman, Assistant Professor, Department of Business Administration, Sri Sankara Arts and Science College, Enathur, Kanchipuram - Member
5. Mr.R.Hemanth Kumar, Assistant Professor, Department of Business Administration, Sri Sankara Arts and Science College, Enathur, Kanchipuram - Member
6. Mr. S.Srinivasan, Assistant Professor, Department of Business Administration, Sri Sankara Arts and Science College, Enathur, Kanchipuram - Member
7. Dr.V.Vinuchakravarthi, Assistant Professor, Department of Business Administration, Sri Sankara Arts and Science College, Enathur, Kanchipuram - Member
8. Ms.T.I.Sankara Priya, YES Bank, Chennai - Meritorious Alumnus.
9. Dr.K.R.Venkatesan, Ph.D., Principal, Sri Sankara Arts and Science College, Enathur, Kanchipuram - Special invitee.

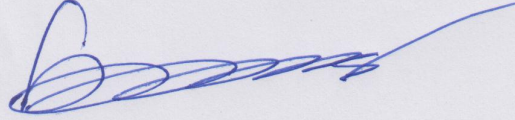
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- Board of studies members assessed the progress in introducing new subjects in the syllabus.
 - For BBA
 1. Cost Accounting
 2. Production and Materials Management
 3. Principles of Insurance
 4. Consumer Behaviour
 5. Silk Marketing
 - For MBA
 1. Social Psychology
 2. Compensation Management
 3. Event Marketing
 4. Tourism Marketing
- Panel members also shared their expectation in introducing Industry centric learning, and discussed in detail the importance of the same.
- Members also shared the importance of application oriented learning through Internship, projects to the following organisations like Hyundai, L&T, Saint-Gobain, Motherson Sumi Automotive, Caterpillar, Ashok Leyland, MRF Types, Nissan, etc and assessed the current pattern followed and appreciated the same.

Signature of members:

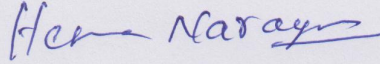
1. Dr.G.Veeramani

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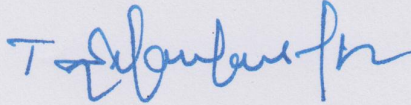
2. Dr.Hema Narayanan

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3. Mr.T.Selvabaskar

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4. Dr.A.Vikraman

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5. Mr.R.Hemanth Kumar

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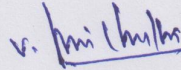
6. Mr. S.Srinivasan

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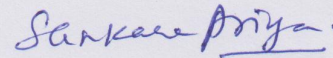
7. Dr.V.Vinuchakravarthi

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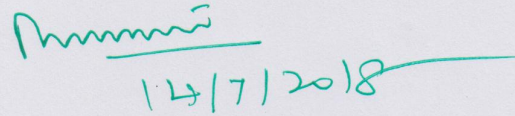
8. Ms.T.I.Sankara Priya

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9. Dr.K.R.Venkatesan

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